

Community
Spirit Upheld

THE BEACH NEWS

Circulating in
Every Home

Promoting the Progress of the Beach Sections of San Diego and of the Entire Point Loma Peninsula

VOL. 1 NO. 5

4829 SARATOGA AVENUE

Ocean Beach, California, December 22, 1922

PHONE: POINT LOMA 17

50 Cents a Year
5 Cents the Copy



A Merry Xmas



O. B. COMMUNITY CHRISTMAS TREE

SPLENDID HOLIDAY PROGRAM ARRANGED FOR AN OUT-DOOR CELEBRATION NEXT SUNDAY EVENING

WHERE? Corner Newport avenue and Cable street.

WHEN? Christmas Eve, December 24, 7:30 o'clock.

WHO? Everybody.

With a suitable fund provided by the O. B. Chamber of Commerce, Miss Spani, as the head of a committee appointed recently by that body, has worked zealously and most commendably toward arranging a Community Christmas tree celebration next Sunday evening and Monday morning, being Christmas Eve and Christmas Day, respectively.

The following excellent program has been arranged for the outdoor celebration at the corner of Newport avenue and Cable street on Sunday evening at 7 o'clock:

PROGRAM

"Calling of the Clan" Donald Cameron
"O Come All Ye Faithful"
"It Came Upon a Midnight Clear" Community
"Sing Noel"
"Good King Wenceslas" Double Quartette
"We Three Kings" Messrs. Roberts, Stirling and Brown
"Hark, the Herald Angels Sing"
"Little Town of Bethlehem" Community
Solo Tom Smith
"Praise Ye the Father"
"Merry Christmas Bells" Double Quartette
"Joy to the World" Community
"Silent Night" Community

It is suggested by the committee that you take along your own camp stool if you wish a seat. Also if you have Christmas ornaments that you wish to donate, kindly send them to the fire station on Newport avenue.

All children under 14 years of age are invited to assemble at the Christmas tree at 11 a. m. Monday (Christmas Day) to receive the treat prepared by the Chamber of Commerce of this community.

LET'S GO!

PETITION FOR LIGHTS

Signatures have been obtained for presenting a petition to the common council for the purpose of having an arc light installed at the intersection of Voltaire street and Chatsworth boulevard on Point Loma.

Breezes and Wheezes

Mrs. C. C. Sliger of 4859 Voltaire entertained about a dozen of her friends last Tuesday with a lovely card party, refreshments being served later in the evening.

Mr. and Mrs. L. C. Slaughter of 4871 Narragansett avenue are entertaining their week-end guest, Mr. Vernon Smead, at Pomona, Calif.

Russell Stillwell and Earl Redmond were arrested last Sunday afternoon for shooting ducks in the prohibited district along the bay-shore front. They were fined \$10 in police court.

C. C. Williams of Ocean boulevard is up and around again after a very severe attack of lumbago and says he cannot praise Professor N. F. Adamson and his treatments too highly for what they have done for him.

The Nome "Weekly Nugget," published at Nome, Alaska, is at hand and has some mighty interesting reading matter, with a goodly supply of pictures. It sells for two bits a copy, or \$1 per month. The Beach News is 50 cents a year to subscribers.

B. L. Shepley, Jr., has gone to Los Mochis, Old Mexico, to spend the Christmas holidays with his parents. This is young Shepley's first visit to his parental home in three years, as he has been living here with his uncle and aunt, Mr. and Mrs. D. N. Shepley, on Saratoga avenue, in order to attend to his high school duties.

The Craggs, situated at-top of Sunset Cliffs, has every apartment giving hill and ocean exposure, thus making it one of the most favored residential places in this glorious section.

Buy your candy now at the New Ocean Beach bathhouse in the Benbough building and you'll get free passes to the Ocean Theater.

Donald Cameron announces a bargain sale of Christmas plants at the Ocean Beach Nursery. Special mention is made of Kontia palms, poinsettias, Marquerites and other seasonal horticultural products.

J. J. Burke, an old-time newspaper man of Norman, Okla., now has his habitat at Ocean Beach and is loud in his praises of this superb climate.

L. H. Martin is authority for the statement that there'll be a plentiful supply of bananas at his vegetable gardens on Long Branch avenue when the fruit becomes fully ripe.

Lieutenant E. T. Prose of the fire department has returned here, making his residence on Brighton avenue.

CITY MANAGER FRED RHODES LIKES THE BEACH

SAYS WE CAN HAVE EVERYTHING WE WANT, IF WE DON'T WANT TOO MUCH

City Manager Fred Rhodes sat at his ease in The Beach News office yesterday, and, between odds and ends of social converse, touched seriously now and then upon the real needs and wants of this community and also discussed the business affairs of the Beach and the city in general.

With his permission, we quote verbatim his earnest expression about this section of San Diego over which he has immediate supervision. He said:

"Ocean Beach people will have everything they want, if they don't want too much!"

And there you are, fellow Beach-ites!

It begins to look like we will at last get a fair share in the budget, as well as securing many other things badly needed for promoting the progress of this community.

Further along in his talk with the staff, Mr. Rhodes, in a complimentary manner, remarked thusly:

"Whenever there's anything wrong over here, be sure and mention it in THE BEACH NEWS. It will keep us all awake!"

The genial go-getter of a city manager is a subscriber to our paper, and so are a big majority of the other city officials.

PIANO RECITAL

The students of Mrs. Juanita Close will be heard today in a piano recital at her home, 4943 Niagara avenue. The program is as follows:

"Souvenir No. 2" (Mendelssohn); "Grandmother's Minuet, Op. 68" (Grieg), Evelyn Wells.

Piano duet, No. 41 (Beyer); "Moderato Exercise No. 51" (Beyer), Lola Grieg.

Piano duet No. 32 (Beyer); (a) "Moderato Exercise No. 47," (b) "Allegro Exercise No. 48," Gretta Orcott.

"Kermis" (Gurlett); "Consolation" (Mendelssohn), by Dorothy Justine.

Miss Marguerite Rankin, the popular librarian at the public library, is recovering from a slight illness that somewhat interfered with her work early in the week.

Seen, Heard and Said

C. L. Shactebec, manager of the Olds-Stoller Auto Insurance Exchanges, Union building, San Diego, sails today on the steamship Yale for San Francisco on an extended holiday trip, and will visit his wife at Oakland during Christmas week.

Mrs. E. H. Jones of the Brighton Apartments has recently made some splendid improvements to her property.

Miss Freida Homeyer, who has been here on a visit to her father, Chris Homeyer, the busy baker of Cable and Voltaire streets, has returned to her home in San Francisco.

Miss Vera Donnelly of Logan Heights is quite a Beach enthusiast and will take part in the festivities provided here during the holidays. She has been the recipient recently of some pretty Xmas tokens from her eastern friends.

LeRoy Burkhardt and his uncle, Otto Burkhardt, made a trip by auto last Sunday to the Signal Hill oil fields near the Angel City, but they took a train part way back, owing to the roughness of the detours.

It would greatly enhance the beauty of the bayshore line if arc lights were placed at the intersection of Cable street and West Point Loma boulevard and other points along the latter thoroughfare. The present prevailing darkness, makes night traveling in that section extremely dangerous.

Gordon White of Monterey county is visiting his sister, Mrs. J. Fraser, at the Beach, and also his mother, Mrs. White of East San Diego.

"Charlie" Peltcher, the well-known progressive plumber, is rapidly getting settled in his new quarters at 5068 Niagara avenue. His new phone number is 152-J-K. A detailed description of his modern showrooms will be published soon in these columns.

The Maine Garage keeps open until midnight and particular attention is given to storage.

A dredger is working making an artificial bay at Mission Beach for still water bathing and boating. It is expected to have it finished in about two months.

S. A. Olcott has just returned from a business trip to Tulsa, Okla.

The annual election of officers of the Chamber of Commerce will take place the first Monday in February next.

During Christmas week every customer of the O. B. Cigar Factory and Fremont Club Cigar Store will receive free a "Highway Special" cigar as a Xmas token.

EX-MAYOR OF NOME A BEACH BOOSTER

CHARLES F. RICE WILL LOCATE HERE PERMANENTLY AND INVEST HEAVILY IN IMPROVEMENTS

The "Pioneer Mayor of Nome, Alaska," Charles F. Rice, who arrived here with his wife, direct from Alaska a fortnight ago, is making trips to various sections of the country, getting his affairs in shape for a permanent residence here. Mr. Rice is a contractor and builder and works along modern lines in his business. He has a very agreeable personality and imbues one with the opinion of being a man of great force of character.

Mr. Rice is the owner of a big slice of vacant property on the corner of Santa Cruz avenue and Bacon street, where plans are being matured for the erection of a large, handsome apartment house in the very near future. He is at present on his way to Chicago and other cities in the east and middle west, with a view of increasing his holdings and furthering his other interests at the Beach.

Mr. Rice will make his local headquarters with his old chum and Alaskan partner, A. G. Kingsbury, at the latter's realty office on Del Monte avenue.

A REAL MAN'S SIZE JOB

When it comes to putting up the frame work of a big triple garage in record time, Wilfred Swarts and his side partner, Ed Bedford, are surely some "high steppers." Early one day last week they arose 'round day break and decided they would begin work on a three-apartment house for gasoline buggies. When darkness fell, the whole frame work, foundation, sills, studding, rafters and the like, were all in place, nailed and mortised good and solid, ready for the coating of corrugated iron, which they slapped on "right now" the next day. But that's not all of it; not by a long shot! Just to keep from getting anyways lazy, they attended to the wants of a large number of customers at the Ocean Beach Park Service Station at Voltaire and Cable streets, serving 'em with oils, gasoline, water, air and what-nots, besides tightening a bolt here and adjusting a part there, and doing a lot of general repair work. And about midnight they concluded to call it a "day's work."

George P. Wilt of Tillamook, Ore., is at the Craggs Apartments for the winter season.

Santa Claus Has a Present for You at the "Garden of Eden"

"Hello, Santa Claus!"
"Hello, Miss Ocean Beach!"

This is to let everybody know that Santa is in direct communication with us, and while he may stop at other places en route, he will make his headquarters Sunday afternoon and night at the "Garden of Eden" in Benbough's Dance Pavilion on the Ocean front at Newport avenue.

If anyone has any doubts of it, just make it a point to be there at any time between 2 o'clock in the afternoon and midnight and they will get the surprise of a lifetime.

Always alert and eager to please

his patrons, W. E. Benbough, the genial and progressive proprietor of the "Garden of Eden," has capped the climax with his latest holiday offering. He has arranged for EIGHT Christmas trees to be planted in the pavilion—one immense big high one in the center, surrounded by seven smaller ones, and all loaded down with a carload of gifts.

The trees were brought here direct from the Oregon forests, and they certainly are tall, wide-spreading and beauties. They will be decorated most beautifully and on them will be hung every sort of a present, gift

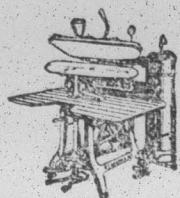
or token you ever dreamed of, and, what's more, they will be all given away FREE to every man, woman and child who visits the pavilion Christmas Eve.

Be sure to be there at some time during next Saturday afternoon or evening and get the gift Santa Claus has for you. There will be no favorites. The most lovable, tiniest tot, to the ugliest, biggest man and the prettiest, liveliest miss to the most matronly sedate old lady—all will be made welcome and will receive an appropriate token from "Bill" Benbough's phenomenal Santa Claus.



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Noon Lunch, 40 Cents

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Katherine's Kollum

Oh, girls! read this: Our genial city manager, Fred Rhodes, came over to the office of THE BEACH NEWS yesterday and he promised us that next summer he is coming over to see all the pretty "shore birds" that make their daily parade on our Ocean Front. Sure was glad to see "our old friend Fred," and hope he will come to see us often.

A Mothers' Meeting was held at the Friday Night Children's Dancing Club last Friday night at the "Garden of Eden." It was decided that on account of the holidays, there would be no more dances until January 5, 1923. Mrs. J. M. Harrison was chosen as president; Mrs. May Russell, vice-president, and Mrs. Juanita Close, treasurer. The following ladies were in attendance: Mrs. F. W. Reid, Mrs. Nellie Justin, Mrs. A. R. Barker, Mrs. Et Crable, Mrs. H. H. Ozman, Mrs. May Russell, Mrs. Marguerite Green, Mrs. Hazel Parrish, Mrs. W. A. Alexander, Mrs. J. M. Harrison and Katherine.

Mrs. Aggie Mies of Chicago is visiting Mrs. Victoria Kunz of 4677 Santa Cruz avenue.

Edwin Reed, our very efficient and popular public administrator, was a pleasant caller recently at the office of The Beach News. Come and see us soon again, "Eddie." You are always welcome.

Several Beachites report a deal of "shoplifting" among their chickens and turkeys this week.

Mrs. Evelyn Baybee says that the O. B. Bakery has some special fruitcake for the holiday trade at very reasonable prices—and it's all home-made, too!

"Jimmy" Bowker, the popular manager of the "Garden of Eden," is doing his share, too, in upbuilding the Beach home section. A fine new garage is in course of construction on his property at 2090 Cable street.

Mrs. May Larrick of San Diego came over recently to the office of The Beach News to wish us good luck and all the compliments of the Christmas season.

Mr. and Mrs. H. A. Lyman of 4921 Cape May avenue will leave Saturday to spend the Christmas holidays with their son, Homer B. Lyman, of Alhambra, Calif., and later will visit their daughter, Mrs. M. G. Henry of Los Angeles.

Mr. Bennett, formerly of the El Centro apartments in San Diego, has bought the former home of Mr. and Mrs. Gene Leslie on 4835 Niagara avenue.

Arriving in time to join in the Yuletide festivities, a bouncing baby boy, weighing eight and one-half pounds, came to the home of Mr. and Mrs. Oscar G. Davis of 1787 Eber street on December 14. The Beach News sends hearty congratulations. Mother and son are doing nicely.

Mr. and Mrs. Eugene Leslie, formerly of 4835 Niagara avenue, have leased the El Centro apartment in San Diego.

Mrs. Dr. Ratty had an operation performed on her nose early this week and I'm very glad indeed to be able to report that she is getting along splendidly now.

The Ladies' Hanel Ball Team meets in their bathing suits every morning at 10:30 o'clock on the sands at the Beach front. Mrs. A. W. Kerr, Mrs. A. Nadin, Mrs. Blanche Dickinson, Mrs. Charles Franks and Mrs. R. A. Barrett are among the charter members.

Miss Sylvia Carpenter, who is teaching in La Jolla, is home for the Xmas holidays to visit her parents, Mr. and Mrs. A. Carpenter of 2068 DeFoe street. Mrs. Carpenter, by the way, delights in daily trips down on the Beach sands to watch the tide come in.

Mr. and Mrs. D. C. Crosby of 4930 Muir avenue will entertain as their Christmas guests Mr. and Mrs. E. J. Baker from Yarmouth, Nova Scotia, Mr. and Mrs. Kenneth Crosby of Boston, Mass., Mr. and Mrs. G. K.

Crosby of San Diego.

Miss Gladys Monteith will arrive from Los Angeles tomorrow to spend the Christmas holidays with her folks at 4933 Saratoga avenue. Her many friends will be very pleased, as they have been anxiously awaiting to greet her.

Mrs. Elizabeth Holton of 5039 West Point Loma boulevard has been ill for the past two weeks, but is doing very nicely now.

Miss Ora Teague of the Newport Cafe will leave today for Long Beach to spend the Christmas holidays with her parents. Miss Teague will return after the holidays.

Mr. and Mrs. J. M. Storm and their two sons of Saratoga avenue will leave tomorrow on a motor trip to visit relatives at Riverside and Los Angeles during the Christmas holidays.

While meandering 'round down town in San Diego the other day, I visited the Savoy Cafe at 1055 Fourth street, where I received a very hearty greeting from "Tommy" Topouzes, the genial proprietor, and enjoyed a most delicious lunch at very reasonable prices and also had the pleasure of meeting several of my old-time friends.

The many friends of Miss Marie Moore, 4672 Del Monte avenue, will be glad to learn of her rapid recovery from an injury she sustained to her foot about three weeks ago. Miss Marie and Master Walter Moore will attend the Elks' Christmas festival given for the Elks' children in San Diego tonight. Their grandfather, Walter P. Moore, is a prominent Elk, and will see to it that the kiddies have a fine time.

Mrs. E. T. Russell of 4733 Long Branch avenue gave a card party last Tuesday evening at her home in honor of the Scottish Club of San Diego. About thirty members attended. Refreshments were served later in the evening, and all went home to the happy tune of "Auld Lang Syne."

Mrs. Olive Hawkins is expecting her daughter and son-in-law to come from St. Dimas, Calif., to spend the Christmas holidays with her.

Dr. Edith Fosnes of St. Paul, Minn., has been visiting her sister, Mrs. Pilcher, of Cape May avenue. She has left for Los Angeles, but expects to return soon and make this her permanent home.

Mrs. Anna Hamm of 4565 Brighton avenue is erecting a cement tile residence on Voltaire street and Quizot. The Ajax building blocks, of waterproof cement, are made right on the ground and are being used on the new home. Mr. J. W. Jobes is the contractor and builder, and Mr. E. M. Gooch of 5034 Narragansett avenue is the contractor for the Ajax building blocks.

Miss Katherine Mader of 4745 Muir avenue wishes to announce to her many friends and the residents of the Beach of the wonderful treatments she received from Professor N. F. Adamson at the Newport Hotel. She has been ill for a long time, but is getting along very nicely now.

Mr. A. Benson is building a home at 4820 Narragansett avenue. J. C. Storm and Walter Marshall are doing the contracting work.

Carl Paul of the C. and M. Lunch on Abbott street recently purchased a new motorcycle, guaranteed to run 125 miles per. Atta, boy! Carl.

Right in front of the Main Garage on Newport avenue, "Pete" Cunningham had the "devil knocked out of his Dixie Flyer" by L. C. Abston, a sailor, who lost control of his car. The sailor duly made amends by paying all damages.

Mr. and Mrs. H. L. Reama of 4933 Voltaire street are entertaining as their house guests Mr. and Mrs. T. Stewart, who motored here in their beautiful Roamer car from Gulfport, Miss. They intend to make this their permanent residence.

A BOUNTIFUL XMAS BASKET FOR "OUR KATHERINE"

Fresh from the fruitful soil of the Ocean Beach Vegetable Gardens at 4734 Long Beach avenue, a big and bountiful basket, filled to overflowing, with Nature's own green products was presented to "Our Katherine" at her "sanctum-sanctorum" in The Beach News office last Wednesday morning by Mr. and Mrs. L. H. Martin as a Xmas token of good will and esteem. To say that Katherine was delighted to a superlative degree is putting it mildly, indeed, for horticulture is her pet hobby, and the bulky bunch of garden greens certainly unfolded a mighty ecstatic picture to the gratefully happy recipient as well as to many other admirers during the day.

The vegetables composing the basket were grown at the O. B. Gardens of the donors and consisted of twelve green onions, two and a half pounds, height, forty inches; one single and one double head of lettuce, two and a half pounds; one-half dozen bunches of red beets, transplanted six weeks ago; three pounds spinach, cabbage, turnips, kale, carrots and a goodly variety of other good green garden products.

FABER'S Ocean Beach Grocery, the Little Cash Grocery and Faber's Cash and Carry No. 3, will be closed all day Christmas and New Year's. All three stores will be open on Sunday, December 24, and Sunday, December 31, to serve all customers.

SOMETHING NEW FOR BEACHITES

Eugene Wells of 4931 Coronado avenue is wide-awake when it comes to supplying Beachites and transient residents with modern innovations. He owns a seven-passenger Cadillac 8, and announces that he will make sight-seeing trips to any place and at any time when called upon. Daily trips to the races at Tijuana, Mexico, will also be made, and full particulars as well as reservations may be secured by phoning Point Loma 255.

THE O. B. DRY GOODS STORE wishes all their customers a Merry Christmas and a Happy New Year!

BEARS AND MORE BEARS

We had a polar bear picture, describing Benbough's Dance Pavilion, in the initial issue of The Beach News; then we followed with a black bear "cut" in the next issue, and perhaps some day when we change the colors of the ink, we'll reproduce a brown bear, and so forth and so on. At any rate, there's no gain-saying the fact that the "Garden of Eden" is certainly "some bear" of a place to enjoy yourself. And tomorrow night you can easily secure a nice Christmas present while dancing to most delightful music.

SIX SONS HER PALLEBEARERS

Mrs. Picoma Elizabeth Palmer died of heart trouble after two days' illness last week at her late home on Roscamans street, Roseville, aged 71 years, and a native of Missouri. She was the mother of Malcolm Palmer, keeper of the Point Loma light-house, and had four other sons and a son-in-law, who acted as pallbearers at her funeral from the Johnson-Saum parlors in San Diego, the burial taking place in the Masonic cemetery.

Mr. and Mrs. W. L. Leasure of Highland avenue, National City, and their daughter, Mary, and son, William, and Mrs. Richard Hale motored here last Saturday to visit Mr. and Mrs. Charles M. Wheeler at "Sunset Crest" on Cable street. On the same night, Mrs. Wheeler was given a jolly surprise by a number of her out-of-town friends.

"Bob" Walsh's "skyscraper" on the main business thoroughfare is rapidly nearing completion and painters are already giving it its outside priming, while the interior is being rapidly pushed to completion. Who and what's going to occupy it still remains a puzzle to most folks.

Mr. and Mrs. Oliver F. Davis recently entertained for a fortnight or so their daughter, Mrs. Mary Crouch, and her daughter, Bettie, from Los Angeles. Mr. and Mrs. Davis will journey to the Angel City to spend the Yuletide season with their children and grandchildren, for whom they have great affection.

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It is announced that Trinity Mission will give a Christmas party and have a tree for the Sunday-school tomorrow evening.

OCEAN THEATRE

COMING SATURDAY
JACK HOLT—in—
"WHILE SATAN
SLEEPS"
And a Good ComedyCOMING SUNDAY
WALLACE REIDAnd
LILA LEE—in—
"THE GHOST
BREAKER"
Also ComedyCOMING
BIG SPECIAL SHOW
CHRISTMAS NIGHTDon't Forget The
BIG SPECIAL
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The Beach News

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Single Copies 5 Cents(Application for Entry as "second-class mat-
ter at the Postoffice at Ocean Beach,
California, pending.)

Friday, Christmas Day, 1922

Merry Xmas Happy
New YearTHE BEACH NEWS is on sale
regularly at the STATION NEWS
STAND, corner of Niagara avenue
and Bacon street, where Mrs. Jean
S. Parmelee and her sister, Miss
Emily M. Smith, will also receive
yearly subscriptions.

CHRISTMAS DAY

May these Guests visit you
And make a long stay;
Lotta Greetings,
Full of Thrills;
Lotta Coin,
to Pay your Bills;
Lotta Happiness,
Lotta Cheer,
To Keep You Glad,
Throughout the Year!

BIG BONA FIDE CIRCULATION

Besides circulating by paid sub-
scription in nearly every Beach home
hereabouts, **The Beach News** is dis-
tributed each week at all of the vari-
ous places in San Diego where tour-
ists or prospective residents are like-
ly to gather, thus benefiting the ad-
vertiser and boosting the Beach here,
there and everywhere. Now is the
time to get your business card in our
advertising and achieve success.

ANNOUNCEMENT

For several weeks, thousands of
copies of this new weekly paper have
been circulated gratis for introducto-
ry advertising purposes, and, with
the exception of several hundred mail
samples in the future, it is hereby
announced that all free distribution
has ceased. It is now sent through
the O. B. postoffice direct to sub-
scribers, in accordance with govern-
mental postal laws.The subscription price to **The
Beach News** is 50 cents a year any-
where in San Diego County and 75
cents a year outside of the county.
The paper is issued at noon every
Friday and immediately placed in
the mails for local and long distance
distribution, besides being placed on
sale at the Station Newstand, Bacon
street and Niagara avenue; Froide's
Photo Studio, on Newport avenue,
and at the office of publication, 4829
Saratoga avenue, Ocean Beach."BUNNY" MURRAY IS A
BOOSTERC. E. Murray, familiarly known
as "Bunny" around East San Diego
and in lots of other favored spots
on this hemisphere, had this to say
in last week's issue of his peppy and
prosperous **East San Diego News**:
"Our old friend, Kirk Smith, of
Ocean Beach has started what is to
be known as **The Beach News**, a
breezy little paper, clean and whole-
some from stem to stern. Mr. Smith
was at one time (last February)
planning on launching a newspaper
in East San Diego. Ocean Beach is
to be congratulated upon having so
able a writer and booster, for he it
known that ye editor knew his nibs
when he was a penpusher and type
duster on the **New York Clipper**
quite some moons ago."

FROM 'WAY BACK EAST

Greensboro, N. C., Dec. 12, 1922.
Kirk Smith, Editor **Beach News**:
"Good luck to **The Beach News**.
Second copy a wonder. Keep it up!
Best wishes of the season to you and
Katherine.""Yours plumbingly,
"LEON M. HEWITT."

Church News

UNION CONGREGATIONAL
CHURCH

Rev. Frederic J. Stoetzel, Pastor

Church school at 9:45.
Morning worship at 11.
Evening worship at 7:30.
Morning sermon subject: "When
Jesus Was Born." Special music
will consist of anthems: "Angels
Ever Bright and Fair" and "Hark,
Hark, My Soul." Mrs. H. R. Syl-
vester will sing "The Angels' Song,"
by Sticksles.The vesper service will be held
at 6 o'clock Sunday evening. Christ-
mas carols will be sung by the con-
gregation. The following program
of special music will be given: An-
them, "The Birthday of the King,"
by Neidlinger; solos, "The Gift"
(Weatherby), by Mrs. T. J. Smith;
"Fear Not" (Ogden), by Miss Mar-
garet Grubbs, and "Star of Bethle-
hem" (Stephen Adams), by Walter
Roberts.The church school Christmas exer-
cises will be held tonight (Friday)
at 7:30. Mrs. McCoy has charge
of the program. There will be a
Christmas tree and Santa Claus will
appear. Everybody is invited.

FIRST BAPTIST CHURCH

Rev. Rolla E. Brown, Pastor

Sunday morning at 11 o'clock, the
pastor will preach upon the topic:
"Jesus, the Life and Light of the
World," and there will be music ap-
propriate to the Christmas season.
In the evening, instead of our eve-
ning service and sermon, the con-
gregation is invited to unite in the
Community Christmas tree festival
of music on Newport avenue, near
the hotel. This will be a beautiful
out-of-door observance, with chorus
singing, orchestra and other sacred
music celebrating the earthly advent
of our Lord and Savior.Our Sunday school meets at 9:45
a. m. and the Young People's Union
will be held at the usual hour, 6:30,
closing in ample time for all to at-
tend the Christmas exercises on New-
port avenue.This evening (Friday) the Sunday
school will give its program for
Christmastide. All are invited.
There will be a free will offering
for missionary work, with the privi-
lege of designating to what form of
Christian missions through our de-
monstration it shall go.The Boy Scouts wore their new
neckerchiefs at their meeting last
Monday night. They are of purple
color, with "29" in gold, made by
the help of Mrs. Grier, whose serv-
ices are appreciated. They make a
good showing and are beautiful and
distinctive.

CATHOLIC CHURCH

On next Sunday (Christmas) low
mass will be celebrated at 8:30 a. m.
and high mass at 9 a. m. Special
music will be provided for the day
at the Church of the Sacred Heart,
and Father D. E. Foley will go to
Roseville for the 10:30 a. m. mass
there, after holding services here.Rev. Declan E. Foley, rector of the
Church of the Sacred Heart, an-
nounces his ministerial hours as fol-
lows:Sundays, 8:30 a. m. and 7:30 p. m.;
Sunday school 9:30 a. m.; Ocean
Beach. Services at Roseville Sunday
at 10 a. m.

TRINITY MISSION EPISCOPAL

Rev. George Wallace, D. D.

Sunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning serv-
ice held at 5006 Niagara avenue.

CHRISTIAN SCIENCE

Christian Science services will be
held next Sunday morning at 1965
Abbott street, opposite the merry-
go-round. Sunday school at 9:45
a. m. Services at 11 a. m. The
property on Niagara avenue, their
former meeting place, having been
recently sold, necessitated the re-
moval to a new location.

SUBSCRIBES FROM ARIZONA

Miss Rosa Bouton writes from
Flagstaff, Ariz.:"I was surprised and pleased to
receive two copies of **The Beach
News**. I think it fine. It looks as
though things were happening at the
Beach. I am sending subscriptions
for two papers."Faber's Christmas
Bargain Specials

Faber's Cash & Carry No. 3

5021 Newport Ave. Pt. Loma 129

SUGAR, 10 lbs. for 81c; sack \$8.10
PRUNES, new crop, 40-50 lbs. 20c
2-lb. pkg. 33c; 5-lb. pkg. 72c;
5-lb. boxes \$1.25
RAISINS, Seeded and Seedless,
2 pkgs. for 25c
New Stock of Dates, Figs, Raisins, Nuts
and Christmas Candy
WALNUTS, No. 1, 35c lb.; 3 lbs. \$1.00
CHRISTMAS TREES 50c and 75c
Good Standard CORN, PEAS and
TOMATOES, 2 cans for 25c
SALMON, choice Chinook, small can 15c
Large can 28c
SALT, 2-lb. Leslie, pkg. 10c
All Orders Over \$5.00 Delivered FREE

The Little Cash Grocery

2119 Bacon St. Phone Pt Loma 248

CHRISTMAS BOXES

Stuffed Figs and Raisins—
2 lbs. \$1.50
3 1/2 lbs. \$3.00
5 lbs. \$3.50
Coffee—Hills, Ben Hur, M. J. B. and
Point Loma, 1-lb. tin 42c
Post Toasties and Corn Flakes 10c
Pork and Beans—Del Monte, 25c
Large can, 2 for 10c
Pork and Beans—Heinz 15c
Special Small Can 10c
Medium Can 15c
Soap—Polar White, 6 for 25c
Ben Hur, per bar 5c
White King, per bar 5c
TRADE AT HOME WHERE PRICES
ARE RIGHT

A NIFTY XMAS PRESENT

Charles H. Peltcher, the popular
and progressive proprietor of the
O. B. Plumbing Company, has the
reputation of never doing anything
half-way, and, following that custom,
he has just sprung a surprise on his
friends and customers. Instead of
a regulation art calendar to adver-
tise his business this year, he is
sending out announcements of the
presentation of a Pyralin ivory ena-
mel toothbrush and pasteholder to
all receiving an invitation card for
visiting his new show rooms on Ni-
agara avenue. The gift is a mighty
nifty one and consists of a sanitary
combination device that holds both
toothbrushes and paste. It bears
"Charlie's" business card in neat
blue letters on a snow white back-
ground, and is worthy of a place in
any bathroom.

CUNDELL'S MEAT MARKET

Special shipment for Christmas of
Imperial Valley TURKEYS at San
Diego prices. Come early or phone
Point Loma 296.Special effort is being made to
get the war department to open the
road through the Fort Rosecrans
reservation to the Point Loma light-
house, the view from the latter place
being generally conceded to be one
of the most beautiful in California.Talk to your neighbor and your
friends about the proposed new Com-
munity House to be located in the
natural civic center on De Foe
street, between Niagara and Cape
May avenue.Get your CHRISTMAS Ornaments
and Decorations and Favors at Special
Prices at the O. B. NOTION
SHOP, 1959 Abbott street."Pete" Cunningham, who is wide-
ly known 'round the Beach, is just
chuck-a-block with reminiscences of
his pioneer days in Nome, Alaska,
and is also mighty well posted on
doings in this section of the good
old U. S. A. His friends say that
"Pete" now hibernates in Mission
Beach, but really has his "being" in
his favorite old haunts at Ocean
Beach.There's quite some talk about es-
tablishing an honest-to-goodness
camp grounds at the Beach for the
benefit of tourists. Besides select-
ing a good site, it is proposed to
furnish the campers with all modern
conveniences for their comfort, with
the prospect of inducing them to be-
come bona fide Beachites.

SPECIAL REPRESENTATIVE

Mrs. Elizabeth Moore has been
duly appointed as a special reporter
for **THE BEACH NEWS**, and is also
authorized to secure advertisements
and receive subscriptions.

HOLIDAY SPORTS

With three major attractions to
offer visitors during the holiday pe-
riod of from December 23 to Janu-
ary 1, western sportdom will estab-
lish its shrine 'round San Diego.
Championship football, thoroughbred
racing and the presence of the world's
heavyweight champion will combine
to make an attractive dish for fans
during the ten-day stretch.

"DOC'S" TIPS

Selections by "Doc" for the races
at the Tijuana track will appear here
in succeeding issues.

THEY ALL PATRONIZE THE

OCEAN BEACH
STEAM LAUNDRYWET WASH, ROUGH DRY AND
FINISHEDCall Point Loma 31 and it will be
called for and delivered

If You Want the BEST in

Shoe Repairing

Go to
SMITH

4983 Newport Ave., Ocean Beach

Phone: Point Loma 152-J-K

OCEAN BEACH
PLUMBING CO.

Chas. H. Peltcher, Prop.

Repair Work, Contracting,
Estimates5068 NIAGARA AVENUE
Heaters, Hardware, Bath Tubs
and Plumbers' Supplies

FRED KENNEL

DESIGNER and BUILDER
ESTIMATES AND PLANS
FURNISHED
4987 Newport Ave., Ocean BeachOCEAN BEACH AUTO
TOURSSIGHT-SEEING TRIPS
Any Place—Any Time

RACES DAILY

Except Monday

7-PASSENGER CADILLAC "8"
For Information and Particulars
PHONE, POINT LOMA 255SUNSET
SUPPER
CLUB

OCEAN BEACH

OPEN TO MEMBERS AND
THEIR GUESTSFINE ENTERTAINMENT AND
SUPERIOR MEALS

SPECIAL CAFE SERVICE

Excellent Music and Dancing

Re-unions and Birthday Parties
Invited

"The Best Is None Too Good"

SUN, MOON AND TIDE

The time and height of high and low water, officially computed by the United States hydrographic office for San Diego and vicinity, and the December almanac herewith given, bold-face type indicating the date of the month appearing in the first column:

Sun		Moon		Tides	
Rises	Sets	Rises	Sets	High	Low
22 6:49	4:47	9:50	0:17	4.1	5:12 2.5
23 6:49	4:47	10:27	1:05	4.1	6:08 2.7
24 6:50	4:48	11:00	2:00	4.1	7:05 2.9
25 6:50	4:49	11:33	2:57	4.2	8:21 3.7
26 6:51	4:49	12:06	3:51	4.4	9:47 1.5
27 6:51	4:50	12:37	4:40	4.7	12:03 1.7
28 6:51	4:50	1:12	5:19	5.2	12:45 1.1
29 6:52	4:51	1:49	6:01	5.4	1:20 0.6
30 6:52	4:52	2:30	6:37	5.7	0:15 2.2
31 6:52	4:52	3:14	7:10	6.0	0:52 2.1

New moon, December 18, and sun at winter solstice December 22.



A Merry Christmas

Classified Ads

Rates, 10 cents per line, averaging six words to a line. No advertisement less than 30 cents, all payable in advance.

FOR RENT—Modern, well-furnished apartments, \$20 per month, including light; 5054 Brighton avenue. Phone, Pt. Loma 144-M.

FOR SALE—Fine, young ROASTING CHICKENS and nice fat hens, 4729 Cape May avenue. Phone Point Loma 204-J.

FOR RENT—Nice large room, suitable for couple, or one or two gentlemen. Also do sewing of any kind; 4728 Narragansett Avenue.

FOR SALE—Two corner lots, corner Lotus and DeFoe streets, curbed and sidewalks. Inquire 4908 Niagara Avenue.

FOR EXCHANGE—Two corner lots, corner Lotus and DeFoe streets, for two lots or for part payment on house and lot, situated south of Brighton Avenue. Apply 4908 Niagara Avenue.

FOR SALE—Two French Toulouse geese, 2320 Etiwanda street. L. Chavaud.

FOR SALE—Newport Cafe, having five years' lease, starting January 1, 1923; reasonable rent. Will take small cash payment and balance to suit. Reason for selling, am entering real estate business. Inquire Newport Cafe, Bacon street and Newport avenue.

FOR SALE—Tent, 10x10, with strong sidewalls and door; good board floor; bargain. Phone 152-J-K.

FOR SALE—Hot-point electric heater, practically brand new; all attachments. Address P. O. box 479.

FOR SALE—One young Toulouse goose, fine condition for holiday dinner; 4829 Saratoga avenue.

FOR RENT—Crosby cottages, nicely furnished, \$16.00 a month; 4930 Muir avenue. Telephone, Point Loma 214-J.

FOR SALE—The Ocean Beach Vegetable Gardens and Poultry Yards; two houses, three lots, two other lots; Pekin, white and colored Muscovy hatching eggs, baby ducklings, plants. 4734 Long Branch avenue.

FOR SALE—Cheap, white Muscovy ducks; first prize San Diego Fair; fine for breeding or table. Call Saturday afternoon or Sunday. 4727 Del Monte avenue.

Zenias Sends This One

A lot of us were standing around in a garage swapping lies about our cars, bragging especially about how short they would turn, when "Uncle Silas" came in and, after listening to us for awhile, butted in thusly:

"Oh, come off the roost; you fellows ain't in it. Guess you haint seen Hugh Jenkins' new car. Why, tother day he was a-tryin' tew see how short he could turn, and the darned thing clim'rite up onto itself behind and knocked Hugh onto the road; and now he has sued the crooked agent that sold it tew him, and the court has took three months tew consider its verdict."

We just took off "Uncle Silas" hat and passed it round, and when it got back to him there was two dollars and thirty cents in it—and we all thought it was very cheap at that.—ZENIAS.

HOW'S THIS, MR. ADVERTISER?

That famous and most successful merchant, John Wanamaker, knows the secret of the value of newspaper advertising, according to authoritative reports. He started in business 'way back in 1861, with small capital. His first day's receipts amounted to just \$24.67, and that night he left the 67 cents in the cash drawer for change and invested the \$24 in newspaper advertising for the next day. He continued along the same lines ever since, and has been one of the best newspaper advertisers in the world, taking pages at a time and blazing the way for other advertisers. Today he is a merchant prince and is worth many millions.

Dance to Music that Makes You Want to Dance

BENBOUGH'S

OCEAN BEACH PAVILION

THE "GARDEN OF EDEN"

Dancing Every Thursday and Saturday Evening and Sunday Afternoon and Night

Watch for Big Surprises on the Christmas TREES IN THE "Garden of Eden"

OUR HAT'S OFF TO "EDDIE"

San Diego, Calif., Dec. 20, 1922.
Mr. Kirk Smith,
Ocean Beach, Calif.

My Dear Kirk: Your first and subsequent copies of the new Beach News reached me and was agreeably surprised at the clean-cut, snappy paper you are editing. Please accept my thanks for same.

I have often wondered why some enterprising newspaperman did not start a paper in your wide-awake suburb. Good luck to you, is my best wishes.

A newspaper can do an immense lot of good for a community, and on the other hand a lot of harm can be done. But I am very sure that if you continue in the same snappy way that you have in the past, that Ocean Beach, its residents, merchants and yourself will profit. I enjoyed "Katherine's" column very much. Success to the new "society editor."

Again thanking you and wishing you the best of success in this your new enterprise, I am,

Sincerely,

EDWIN REED,
Public Administrator.

P. S.—Enclosed find check for subscription. Put me on the mailing list.

TWO-IN-ONE IMPROVEMENTS

Z. C. Pinson, familiarly known as "Zip" to the numerous patrons of his Beach Barber Shop, has been making alterations and improvements to his tonsorial headquarters on Newport avenue. And right here, it is well to say that he's about as good a carpenter as he is a barber, and that's praise beyond compare. "Zip" has succeeded in making a "two-in-one" out of his establishment. The front of the place has been wonderfully improved by a division of the doorway, one entrance opening directly into the barber shop and the other giving entrance into a combination store. In the latter section, it is his purpose to have a sanitary soda and soft drink stand, an attractive cigar counter and a cigarette, tobacco and novelty rack, with recreation tables in the rear. "Zip" says he's going to sell tobacco products at rates so reduced as to "make 'em all sit up and take notice."

FABER'S "UPSIDE DOWN" STORE

G. H. Faber has been having the time of his life this week remodeling his O. B. Grocery on Newport avenue, and, with a big Christmas rush of customers on, too. Yet the improvements are well worth all the harassing moments caused by putting in new sills, flooring and the like.

OCEAN THEATER

Keeping in step with the general good cheer marching through the community at this happy season, Manager Ericsson will have a big special show at the Ocean Theater Christmas night, Monday, December 25. As usual, the doors will be open early, 7:15 p. m., to be exact, and the show will be over in time for everybody to get home at a reasonable hour. The picture to be provided will be one long to be remembered and special appropriate music will be furnished.

CHRISTMAS HOLIDAY AT SCHOOL

The O. B. public school closed last Tuesday for the Christmas holidays. Sessions will be resumed the first Tuesday in January. In the rooms of the seventh grade, of which Miss Rose Georgia is the very popular teacher, the children enjoyed the festivities of a fine Christmas tree on the eve of departing on their Yuletide vacation.

SUBSCRIBE NOW

WARNING

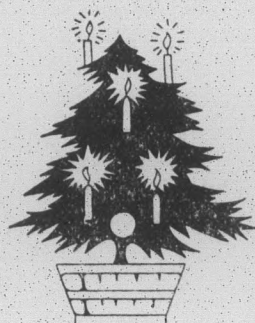
Since the completion of the newly-paved boulevard, Officer Reama has instructed the local auto drivers to obey all traffic laws just the same as they would in San Diego. Commencing next week, all violators of the traffic laws will be arrested, specially those parking on the wrong side of the street, lack of tail light muffler, cutouts and reckless driving. So all ye auto drivers, BEWARE!

HOW'S THIS, MR. ADVERTISER?

That famous and most successful merchant, the late John Wanamaker, knew the secret of the value of newspaper advertising, according to authoritative reports. He started in business 'way back in 1861, with small capital. His first day's receipts amounted to just \$24.67, and that night he left the 67 cents in the cash drawer for change and invested the \$24 in newspaper advertising for the next day. He continued along the same lines ever afterwards and was one of the best newspaper advertisers in the world, taking pages at a time and blazing the way for other advertisers. He became a merchant prince and worth many millions.

Newspaper advertising positively pays!

FABER'S Ocean Beach Grocery, the Little Cash Grocery and Faber's Cash and Carry No. 3, will be closed all day Christmas and New Year's. All three stores will be open on Sunday, December 24, and Sunday, December 31, to serve all customers. *



It cannot be written as heartily as we think it—
MERRY CHRISTMAS!

It never was printed as sincerely as we wish it—
HAPPY NEW YEAR!

KATHERINE AND KIRK.

SPECIAL NOTICE

POSTOFFICE HOURS CHRISTMAS

Next Sunday (Christmas-Eve) the Ocean Beach postoffice will be open from 8 a. m. until 12:30 p. m. for receiving and delivering parcels and packages, but the general delivery will remain closed. The same hours will be maintained on Christmas Day (Monday) and the general delivery will be open on the same day for the regulation period of time.

OWN A HOME

Nicholas Murray Butler, president of Columbia University, recently hit the fundamental reasons why every man of family should own his own home, when he said:

"The home is the foundation of orderly society and of a prosperous, contented and progressive state. Home owners are the backbone of the country. They naturally wish good schools for their children, good roads for their trade and commerce, good churches for their worship and good public institutions for the care of their dependent or less fortunate neighbors.

"The man who owns his own home is really the head of a family.

"Therefore, a nation of home owners will never be swept off its feet by the lure of socialism or otherism."

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

Phone Point Loma 72-W-K

OCEAN BEACH BAKERY

W. MAYBEE, Prop.

1877 BACON STREET

HOLIDAY SPECIALS

French Fruit Cake 70c lb.
Dark Fruit Cake 55c lb.

BUY NOW!

SUNSET CREST

(Highest Point of Sunset Cliffs)

CHAS. M. WHEELER, Prop.

Cable St. and Orchard Ave.

Beautiful Cement Bungalows, four rooms with bath, completely furnished, \$45 per month Fireproof Garages

SUNSET GARAGE

SPECIAL

For One Week Only

With the purchase of a Crank Case full of new Oil a pair of OCEAN BEACH PLATES FREE!

Phone: Point Loma 20-J

TURNER B. KLINE

1916 Bacon St., Ocean Beach

SERVICE and QUALITY

Our Grocery Store

P. J. GRAND-MAITRE, Prop.

4795 Voltaire St., Ocean Beach

PHONE PT. LOMA 284

Olds and Stoller Inter-Exchange Automobile INSURANCE

C. L. SHACTEBEC, Manager

Ocean Beach—4770 W. Pt. Loma Blvd.

Telephone: Pt. Loma 144-R

San Diego—430 Union Bldg.

Telephone: 644-42

SAVE MONEY—INSURE WITH US. Absolute Protection With Fair Adjustments and Best of Service. Get Our Rates By Mail or Phone and Make Comparisons.

DIRECT BRANCHES IN PRINCIPAL CITIES IN STATE

Property Transfer

The following notations are taken from the "Daily Transcript" of recent date: "Public Lien and Realty Company to J. T. Smith et ux., lot 44, block 61, Ocean Beach; \$10, rev. \$1."

"Budd P. and Henrietta J. Carberry to Luck H. Hoover, lot 40, block 62, Ocean Beach; \$10."

"Luck H. Hoover to Henrietta J. Carberry, property as in deed file 37677; \$10."

THEY'LL PAY YOUR PRICE

Don't give a rap when they chaff with you.

Don't care a snap when they laugh at you.

Every idea the world has ever gained

Was scouted and hooted and jeered, and profaned.

The multitude never takes stock in a notion

Until it's established or plainly in motion.

The price of ambition is heavy with hurt.

You can't find a new way to fashion a shirt.

Build ships, houses, motors—make paper or light

Without finding millions to say it's not right.

They'll check and retard you and discount the facts.

They'll sneer at your blue prints, your models and tracts.

They'll bruise and abuse you until you succeed,

But they'll pay your own price when you have what they need.

EAT

CRAMER'S HARVEST BREAD

The White Bread You will really Enjoy

Made with malt and full cream milk

MOST OCEAN BEACH GROCERS CARRY IT

Phone Point Loma 25

NEWPORT CAFE

AND

Ice Cream Parlor

WM. J. MORRISON, Prop.

5002 NEWPORT AVENUE

OCEAN BEACH

Excellent Cuisine

SPECIAL CHRISTMAS MENU
Candy, and Confections
Cigars and Cigarettes

OCEAN BEACH NURSERY

XMAS SALE OF PLANTS

Nice Kontia Palms at 50c; Poinsettias, 50c and up; Marguerites and Various Other Plants at Bargain Prices.

DONALD CAMERON, Prop.
OCEAN BEACH CAL.

BEACH BARBER SHOP

5032 Newport Avenue

First Class Work Guaranteed

OPEN ALL DAY SUNDAYS

Children's Hair Cutting 35c

Call and see us—we'll treat you right.

OCEAN BEACH NOTION SHOP

has a fine assortment of Christmas Decorations, Trimmings and Toys—Beautiful Dolls and many other pretty things for the Yuletide season.

1959 Abbott Street

Two Doors North of Library

Kodak Finishing

Get a FREE Enlargement

Copy Work and Coloring

GREETING CARDS

For All Occasions

J. P. FROIDE

5019 Newport Avenue

Ocean ("Keep Boosting") Beach

All Working, Even the Mash

Mother's in the kitchen washing out the bottles,
Sister's in the pantry taking off the labels,
Father's in the cellar mixing up the hops,

Johnny's on the front porch watching for the cops.